COURSE DESCRIPTION

[V1. 201509]

1. **Practical Chinese (Program D/E)**

   **Course Code:** LAN8001  
   **Pre-requisites:** none  
   **DHU Credit:** 8  
   **Campus:** Yan'an Road Campus  
   **Course Description:** this language course is strongly recommended for the exchange students who have never learned Chinese before, or who have already had very basic level. Students will learn survival knowledge, skills and simple daily expressions in order to make themselves better understood and their life in China easier, and help them better involve in DHU's student communities.

2. **General Chinese (Program A)**

   **Course Code:** LAN18001  
   **Pre-requisites:** none  
   **DHU Credit:** 18  
   **Campus:** Yan'an Road Campus  
   **Course Description:** the classes of this Chinese program will be given every morning from Monday to Friday, 20 class hours a week. By its systematical level arrangement, students are expected to improve all-around abilities in listening, speaking, reading and writing, and maximize their Chinese language skills development with the other students from all over the world.

3. **Bridging English**

   **Course Code:** LAN10001  
   **Pre-requisites:** IELTS 4.5 or 5.0  
   **DHU Credit:** 10  
   **Campus:** Yan'an Road Campus  
   **Course Description:** the aim of this course is to provide a solid foundation for students to progress to future academic English learning, including taking English-taught specialty courses. It focuses on the development of communication skills with a balance of speaking, listening, reading and writing tasks, and will help students prepare for English test such as IELTS.
4. **General Outline of China; Chinese Culture**

   **Course Code:** CUL2001  
   **Pre-requisites:** none  
   **DHU Credit:** 2  
   **Campus:** Yan'an Road Campus  
   **Course Description:** The aim of this course is to rouse students’ interests in Chinese culture, and will introduce basic knowledge about Chinese history, geography and culture. The teaching method is in class lectures, and the exam will be oral report/presentation.

5. **Chinese Traditional Philosophy & and Its Influence on Contemporary China**

   **Course Code:** CUL2002  
   **Pre-requisites:** having the basic knowledge of the outline of Chinese Culture  
   **DHU Credit:** 2  
   **Campus:** Yan'an Road Campus  
   **Course Description:** The aim of this course is to rouse students’ interests in Chinese philosophy, and will introduce basic knowledge about three philosophical schools, such as Confucianism, Taoism and Buddhism. The teaching method is in class lectures, and the exam will be term papers.

6. **General Outline of Chinese Art**

   **Course Code:** CUL2003  
   **Pre-requisites:**  
   **DHU Credit:** 2  
   **Campus:** Yan'an Road Campus  
   **Course Description:** to be updated soon.

7. **Introduction to Chinese Design Motifs**

   **Course Code:** DES2001  
   **Pre-requisites:**  
   **DHU Credit:** 2  
   **Campus:** Yan'an Road Campus  
   **Course Description:** to be updated soon.
8. **Functional Design for Clothing**

**Course Code:** DES2002  
**Pre-requisites:** Apparel Design, Pattern Making  
**DHU Credit:** 2  
**Campus:** Yan’an Road Campus  

**Course Description:** Over the last several decades, functional clothing has been paid much attention and made an outstanding progress. Extensive work has been carried out by a number of researchers with the aim of developing suitable multi-functional clothing for special demands or daily life, for protecting humans in various hazardous environments or improving wearing comfort sensations in different climate conditions. This course presents a complex design concept for multi-functional clothing. Based on the respective definitions and analysis for protective, comfort and ergonomic properties, the grounded models and cases for product development are introduced from initial product design goals through the idea technical solution to the final product, as well as the evaluation. The core of this course is the systematic approach to the design, development and implementation of multi-functional clothing.

**Theories Based on the Textbook & Published Papers:**

- **PART 1** Overview of Functional Clothing  
  - Chapter 1 An Overview of Functional Clothing  
  - Chapter 2 Basic Theories of Clothing Comfort and Function  
  - Chapter 3 Types of Clothing Function
- **PART 2** Protective Properties  
  - Chapter 4 Definition & Types of Protection  
  - Chapter 5 Design Principles & Methods for Protective Function
- **PART 3** Comfort Properties  
  - Chapter 6 Definition & Types of Comfort  
  - Chapter 7 Design Principles & Methods for Clothing Comfort
- **PART 4** Ergonomic Properties  
  - Chapter 8 Definition & Types of Ergonomics  
  - Chapter 9 Design Principles & Methods for Ergonomics Properties
- **PART 5** Model of Functional Design  
  - Chapter 10 Principles of Multi-functional Design  
  - Chapter 11 Combinatory Logic
- **PART 6** Case Study  
  - Chapter 12 Case I  
  - Chapter 13 Case II

**Based on the Practice and Design Project:** PART 7A Design Project for Functional Clothing

9. **Fashion Design on Chinese Elements**

**Course Code:** DES2003  
**Pre-requisites:** the basic knowledge of fashion design  
**DHU Credit:** 2  
**Campus:** Yan’an Road Campus
Course Description: The aim of this course is to learn how to explore fashion design based on Chinese elements, especially Qipao, Cheongsam, Chinese painting, Calligraphy, art crafts. The teaching method will be four parts: lectures, visiting, case discussions and presentations. When you finish this course in the end, you will have a general understanding of China style which including: the concept of Chinese culture, and the aesthetics of Chinese costume. The final grade will include: a sketch collection including 20 works based on Chinese elements.

10. Retail Management

Course Code: BUS2001

Pre-requisites: none

DHU Credit: 2

Campus: Yan’an Road Campus

Course Description: the major goal is to present you with the most current, comprehensive, reader-friendly book on retail management that is possible. We want you to get thoroughly immersed in the subject matter, see how retail strategies are formed, look at the activities of a wide range of actual retailers(large and small, goods and services, domestic and global), and explore the possibility of a full-time career in retail management.

Theories Based on the Text Book:

PART 1 An Overview of Strategic Retail Management
   Chapter 1 An Overview of Strategic Retail Management
   Chapter 2 Building and Sustaining Relationships in Retailing
   Chapter 3 Strategic Planning in Retailing

PART 2 Situation Analysis
   Chapter 4 Retail Institutions by Ownership
   Chapter 5 Retail Institutions by Store-Based Strategy Mix
   Chapter 6 Web, Nonstore-Based, and Other Forms of Nontraditional Retailing

PART 3 Targeting Customers and Gathering Information
   Chapter 7 Identifying and Understanding Consumer
   Chapter 8 Information Gathering and Processing in Retailing

PART 4 Choosing a Store Location
   Chapter 9 Trading-Area Analysis
   Chapter 10 Site Selection

PART 5 Merchandise Management and Pricing
   Chapter 11 Developing Merchandise Plans
   Chapter 12 Implementing Merchandise Plans
   Chapter 13 Financial Merchandise Management
   Chapter 14 Pricing in Retailing

PART 6 Communicating with the Customer
   Chapter 15 Establishing and Maintaining a Retail Image
   Chapter 16 Promotional Strategy

Based on the Practice and Experiences in China

PART 7 Retail Management Featured with Chinese Characteristics
11. International Enterprise Management

**Course Code:** BUS2002  
**Pre-requisites:** none  
**DHU Credit:** 2  
**Campus:** Yan’an Road Campus

**Course Description:** The aim of the course is to learn the theory of international management, understand the real operation of international enterprises focusing on emerging market, especially on China, and building cross-cultural competence. The course will help you:

- Understand the global business environment and how it affects the strategic and operational decisions which managers must make.
- Understand the Reasons for Going International, learn the steps in Developing International and Global Strategies
- Understand the reasons that firms seek international business allies and the benefits they bring
- Understand the importance of appropriate organizational structures to effective strategy implementation; the role of control and monitoring systems suitable for specific situations in the firm’s international operations.
- Learn about the major HRM options for global operations and the factors involved in those choices.
- Interpret the culture difference and increase the ability of reconcile the culture dilemmas.

The teaching method will include lectures, case study, video discussion, personal work, and group discussion. A combination of a class assignment, class participation and a written examination will be used for assessment, and the total course marks are distributed across the class attendance, participation and examination.

12. Understanding The Chinese Economy

**Course Code:** BUS2003  
**Pre-requisites:** Previous training in principles of economics is helpful but not required. All majors are welcome.  
**DHU Credit:** 2  
**Campus:** Yan’an Road Campus

**Course Description:** The Chinese economy displays both unmatched dynamism and unrivaled complexity. Since late 1970s, China has consistently been the most rapidly growing economy on earth. In terms of GDP, China became the second largest economy in 2010, just behind the United States. But its per capita GDP ranked the 94th in 2010, less than one tenth of that of the United States. This course tries to present an
overview of economic transition and growth of China during the past 30 years. Topics include Chinese economic transition from plan to market, economic growth since 1978, current economic problems, and U.S.-China economic relations. The purpose of this course is to make students have a deep and comprehensive understanding of current China. When you have completed this course, you will have had a general understanding of China, including:

- The culture and history
- Political system and administrative structure
- Economic trajectory since 1949
- Sustaining economic growth since 1978 and its reasons
- Population growth and labor mobility
- International trade and foreign investment
- Major economic and social problems
- Economic relations with the United States.

The final grade will be based on a term paper, with the topic selected by yourself and discussed in class.

### 13. Fashion Supply Chain Management

**Course Code:** BUS2004  
**Pre-requisites:** None. All majors are welcome. As a remark, this class focuses on supply chain management with the concepts and features of fashion. Students with no knowledge of fashion are welcomed as this course is just use fashion as an example to identify how does supply chain work.

**DHU Credit:** 2  
**Campus:** Yan'an Road Campus  
**Course Description:** Globalization has made the assets and cultures of countries, perhaps once thought of as obscure or remote, accessible to all. This course will focus on fashion supply chain. It will detail and focus on the multiple and various merchandising practices used around the world. There has been significant and compelling changes in worldwide merchandising approaches due to globalization and technology, some of those changes happened quickly and others are still in transition due to multiple factors in fashion supply chain. Students will research and explore differences strategies in fashion supply chain (including retail, wholesale, manufacture). For any student with aspirations to work in the global marketplace, this course will expand the necessary knowledge base for success and a respectful comprehensive understanding regarding business. Upon successful completion of this course, students will be able to:

1. Research and understand supply chain management from product development, marketing, planning, delivery schedules, classification structure, seasonality of merchandise, age of inventory, use of technology, currency issues and industry/professional organizations.
2. Utilize and demonstrate critical thinking skills that allow comparing and evaluating supply chain processes in fashion apparel companies.
3. Evaluate, articulate and compare financial metrics and processes used by fashion companies around the world in order to quantify and benchmark revenue and margin.
4. Recognize and analyze the evolving importance of social consciousness in the world with specific focus on proactive involvement regarding environmental and philanthropic issues relevant in fashion supply chain.

5. Analyze and comprehend the significant role and multiple effects religion and culture have on fashion apparel supply chain in China.

6. Develop the ability in managing a supply chain in the fashion industry.

14. **Strategic Management**

**Course Code:** BUS2005  
**Pre-requisites:** none  
**DHU Credit:** 2  
**Campus:** Yan'an Road Campus

**Course Description:** This course will help students develop an understanding of how firms build and sustain competitive advantages to create returns in the modern economic environment, including understand the practice of key business and corporate strategies, evaluate competition strategy with various methods, and display an awareness of the implications of the business/society relationship for the strategic manager. The teaching method will be three parts: lectures, case discussions and presentations.

15. **International Finance: Principle and Simulation**

**Course Code:** BUS2006  
**Pre-requisites:** Economic Principle; Basic Accounting  
**DHU Credit:** 2  
**Campus:** Yan'an Road Campus

**Course Description:** In an increasingly competitive market, CEOs and CFOs are looking for ways to minimize cost, maximize competitive advantage and to be effective global financial managers. The course shows what the balance of payment and it relate to the exchange rate and overall economic transactions, analyzes the effects of exchange-rate changes, and focuses attention on the importance of managing exchange rate risk. This involves forecasting exchange rates and taking measures to protect against potential unfavorable development. Questions about RMB or other currencies will be considered as cases. Specially, we provide accounts for students to invest in FX. On successful completion of this course students should be able to:

- **Basically understand the theory, institutions and environment of international finance, investment and management.**
- **Know the conception of foreign exchange, foreign exchange market and foreign exchange exposure.**
- **Know how to join the foreign exchange trading in real world by simulation.**
- **Apply international finance concepts, theories and techniques into new situations.**

The class activity will be a combination of the following: lecturing, discussion in class, group presentation on the related topics, and practice in FX operation.

**Grading policy:**
Class Attendance and Topic Discuss in class: 10%
Group Presentation:  20%
INVESTMENT SIMULATION （Foreign Exchange） 20%
Final exam:50%


Course Code: BUS2007
Pre-requisites: None
DHU Credit: 2
Campus: Yan’an Road Campus

Course Description: Some Western business people are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast-paced business environment and surprisingly aggressive local competitors. This course, with many case studies, is designed to illustrate and examine these key managerial challenges in the most important emerging market in the world.

The major points covered in this course are as follows:
- Leadership in China
- Human resources in China
- Joint ventures
- Dealing with headquarters
- Counterfeiters in China
- Chinese consumers
- Government relationship
- Expatriates in China
- Foreign entrepreneurs

The course evaluation is based on a mid-term presentation and final report.

17. International Trade

Course Code: BUS3001
Pre-requisites: Introduction to Business, Macroeconomics, Microeconomics
DHU Credit: 3
Campus: Yan’an Road Campus

Course Description: This course is intended to give students a broad and systematic overview of both the theory and practice of major issues in international trade. It also familiarizes students with theoretical and practical international trade policies and helps them to understand the history of international trade and the importance of international trade for modern world economies. Through the specially designed team assignment students will be able to learn about sourcing, the process of negotiations with suppliers,
international transportation, international payment, documents and legal issues in international trade and international regulations for import/export contracts.

18. Management Information System

Course Code: BUS3002  
Pre-requisites: none  
DHU Credit: 3  
Campus: Yan’an Road Campus  
Course Description: this course introduces various information technologies and information systems. Students learn how different information systems are used to solve problems and make better business decisions and apply these concepts to analyze business cases, such as B2C, O2O cases in Chinese Companies. Teaching method will include ERP in Lab, Case Analysis, and the final mark will based on final exam and course report.

19. International Marketing

Course Code: BUS3003 
Prerequisites: none 
DHU credit: 3 
Campus: West Yan’an road campus  
Course description: The marketing activities of the modern enterprise have become increasingly internationalized. Managing marketing relationships internationally sets high requirements on the marketing division of an enterprise. In a culturally diversified environment, individuals will have to master culturally related skills. Marketing across national borders assumes that the enterprise can consider differences that are embedded in fundamental aspects of the societies in which the enterprise is conducting business. Students will learn to distinguish between cross-cultural and inter-cultural aspects of international marketing. The course takes a global approach to international business and sees the European Union as a part of global context. Companies established in the single European market are studied with respect to their European business activities and in view of their ability to utilize the European market as a basis for expanding business activities in the global market. The course is not restricted to European business, but sees the European Union as an example of arena within which national differences are manifested and managed in the practice of business.
1. Introduction  
2. International Business Dynamics  
3. The Cultural Dynamics & International Marketing  
4. International Business Customs  
5. The Political & Legal Framework  
6. The Emerging Markets & Multi Nationalism  
7. Global Marketing Management
8. Development & Promotion of Products
9. Exporting & Logistics
10. Pricing & International Markets
11. International Marketing Research

20. E-commerce in China

Course Code: BUS3004
Pre-requisites: 
DHU Credit: 3
Campus: Yan’an Road Campus

Course Description: to be updated soon.

21. Logistics in China

Course Code: BUS4001
Pre-requisites: None
DHU Credit: 4
Campus: Yan’an Campus

Course Description: This course is designed to create awareness of the strategic importance of logistics and Supply Chain Management. With respect to how business success is achieved, by creating value throughout domestic and global supply chains. Focus will be on the situation in China.

• To provide an in-depth appreciation and understanding of the unique concept of Supply Chain Management and the role of Logistics in this Supply Chain in China.
• To develop an ability to analyze critically Logistics Management issues.
• To apply Logistics Management theories in practice in China.

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22. **Nonwoven Technology**

**Course Code:** ENG3002  
**Pre-requisites:** None  
**DHU Credit:** 3  
**Campus:** Yan'an Road Campus

**Course Description:** Nonwoven sare defined as fabric-like materials made from long fibers, bonded together by chemical, mechanical, heat or solvent treatment. This course introduces the concept, processing technology, properties and application of nonwovens. Some nonwoven related experiments, including web formation, web bonding and spinning of ultrafine fibers will also be included. Below are the 8 chapters of the course.

1. Preface: Introduction, concept and application of nonwovens;  
2. Raw materials: fibers properties;  
3. Web formation: carding principle, process and equipment;  
4. Mechanical bonding: needle punch;  
5. Mechanical bonding: spunlace;  
6. Thermal bonding: calendaring, hot air and ultrasonic bonding;  
7. Spunbonded and meltblown: polymer properties, principle and process;  
8. Nonwoven products, testing methods and latest technologies.
23. Case Studies on Chinese local Textile & Clothing Enterprise’s Innovative Growth

Course Code: ENG3003
Pre-requisites: None
DHU Credit:  3
Campus: Yan’an Road Campus

Course Description: The purpose of this course is to introduce the successful brand enterprises in T&C industry in China, mainly the clothing enterprises, the home textile enterprises, typical chemical fiber enterprises, technical textile enterprises, and etc. The goal is to familiarize foreign students with Chinese local fiber, textile and clothing enterprise’s innovation activities from the different view of points, such as technical innovation, product innovation, business model innovation, brand innovation and internationalized development.

24. Industrial Textiles

Course Code: ENG3004
Pre-requisites: this is an advanced course for M.S. students in any textile and materials related fields.
DHU Credit:  3
Campus: Songjiang Campus

Course Description: This lesson focus on both research progress and practical application of the industrial fibers, fabrics and composites, mainly concludes five parts:
- Functional fiber, fabrics and textile product;
- High performance fiber and composites;
- Nano-fiber, Nano-coating, Nano-composites;
- Interface and interphase property of industrial textiles;
- Protective fabric and clothing, protective mechanism and examples.

25. Textile Chemistry

Course Code: ENG3005
Pre-requisites: None
DHU Credit:  3
Campus: Songjiang Campus

Course Description: this course aims to provide students opportunities to obtain a fundamental understanding of the textile chemistry such as dyestuff, auxiliary, dyeing printing and finishing theory and technology. After this course, students should be able to
- have basic knowledge of textile chemicals
- understand the basic theory of dyeing and finishing of textiles
- Understanding Eco textile chemicals and their development
The special features of this course:

- This course will cover three overlapping areas: dyeing and finishing chemistry, fiber and polymer chemistry, and a newer area that intersects with materials science and involves the blending of different textile materials.
- This course will enable students to understand the dyestuff, auxiliary, dyeing printing and finishing theory and technology.
- In this course, students will be required to apply the principles of surface chemistry to processes, such as dyeing and finishing.

The teaching method will combine lectures and one or two visits to textile companies. The assessment and final mark based on the final exam, project paper, presentation, attendance and class performance.